

Fig. 1



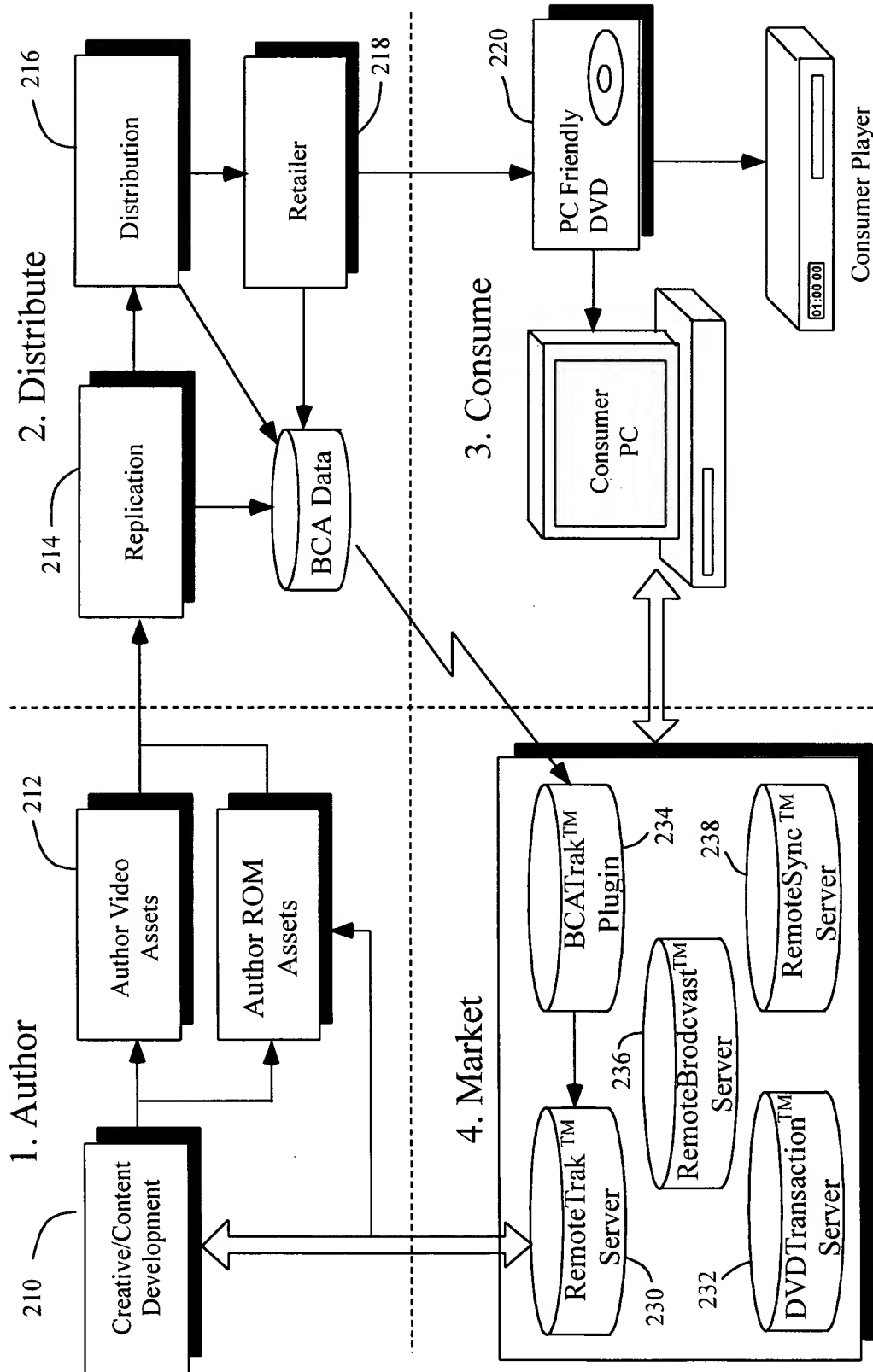


Fig. 2

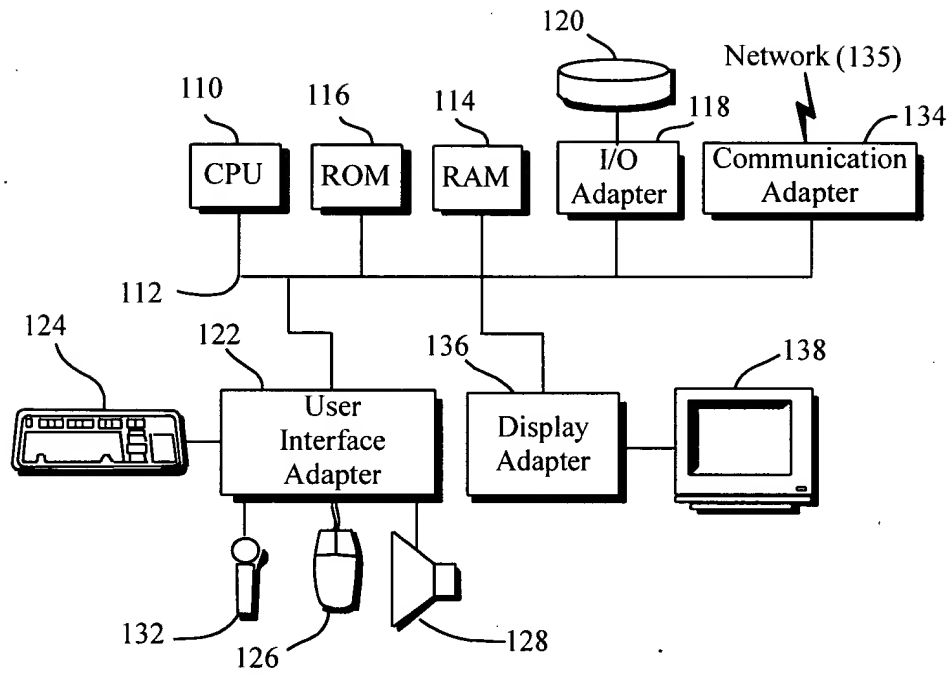


Fig. 3

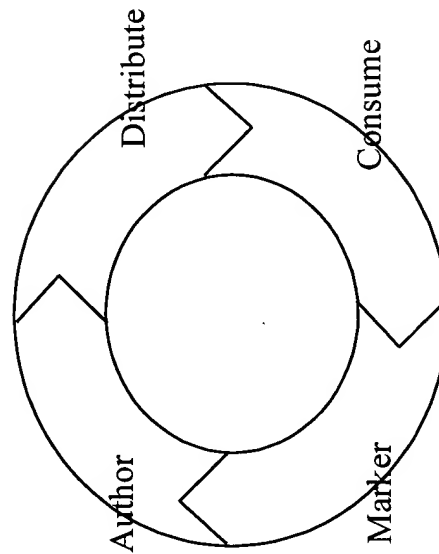
DVD Life Cycle (pre-InterActual)



Overview:

- 1) Very similar life cycle to video cassette: video is authored, distributed to retail centers/outlets, purchased by consumer for playback on TV's.
- 2) Linear life cycle: No further contact with consumer.

DVD Life Cycle (w/InterActual's Software)



Overview:

- 1) PC market offers a completely new phase to DVD's life cycle: marketing. Motivating PC consumers to purchase and interact with DVDs provides for additional branding and direct marketing opportunities online.
- 2) Performance and usage information collected online can be used to influence content creation process - turning the linear life span into a cyclical one.
- 3) Internet can be used to deliver new content.

Fig. 4



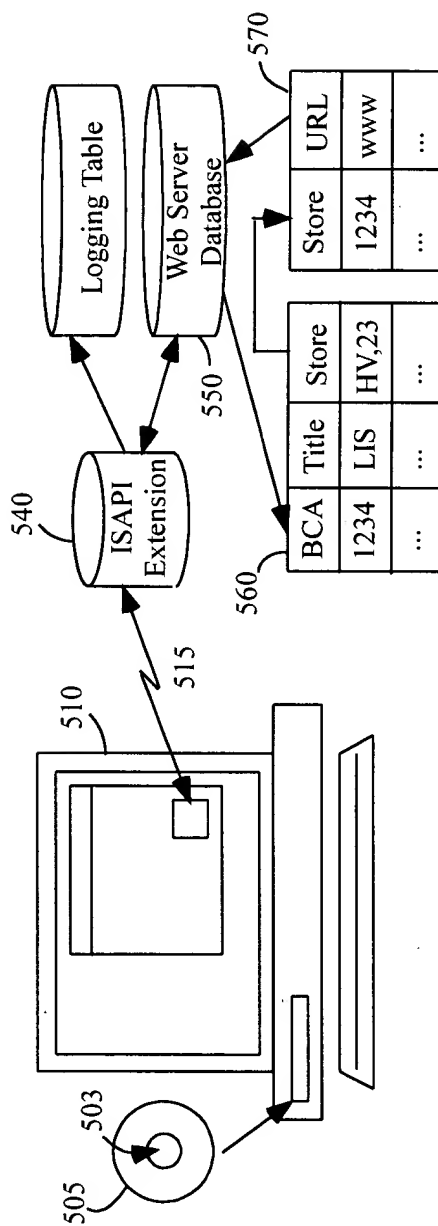


Fig. 5

6/27

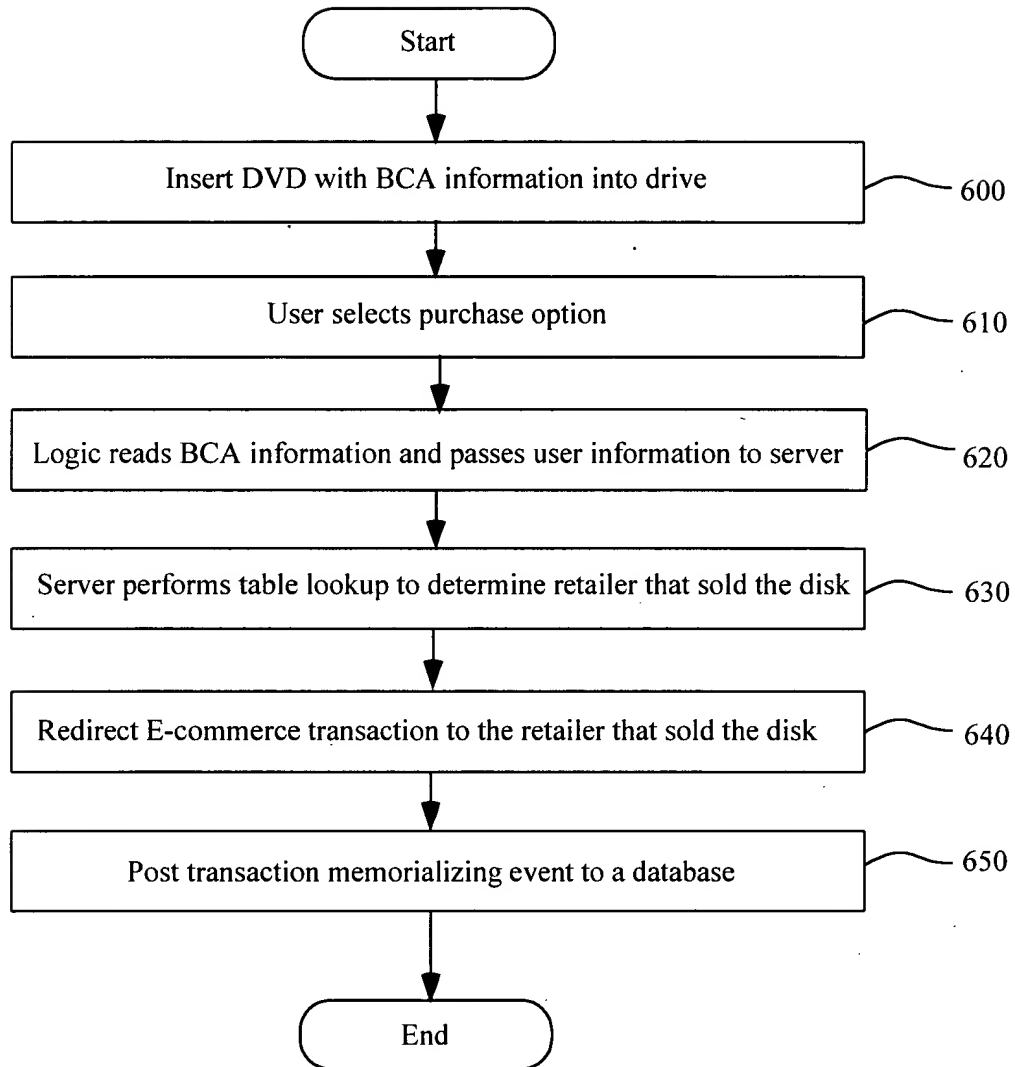


Fig. 6

7/27

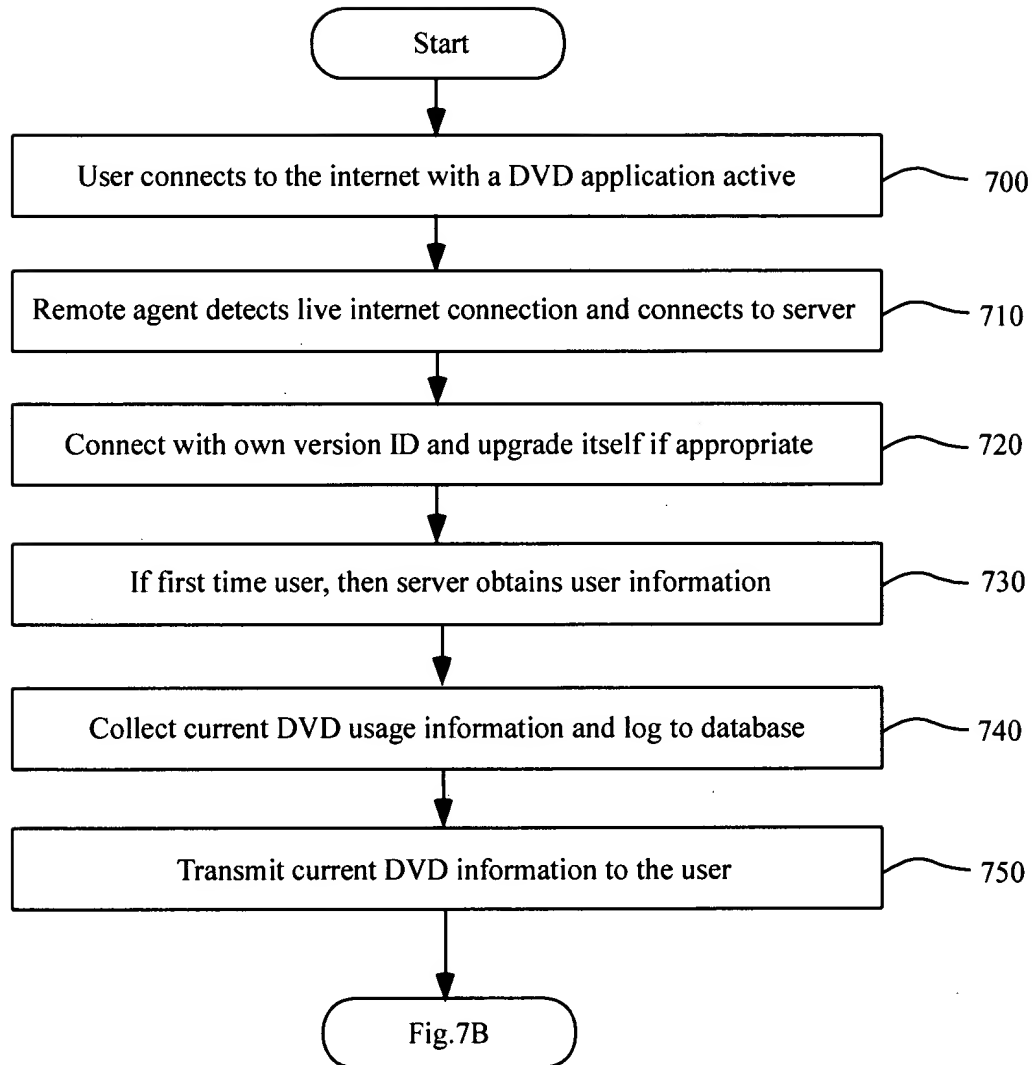


Fig. 7A

8/27

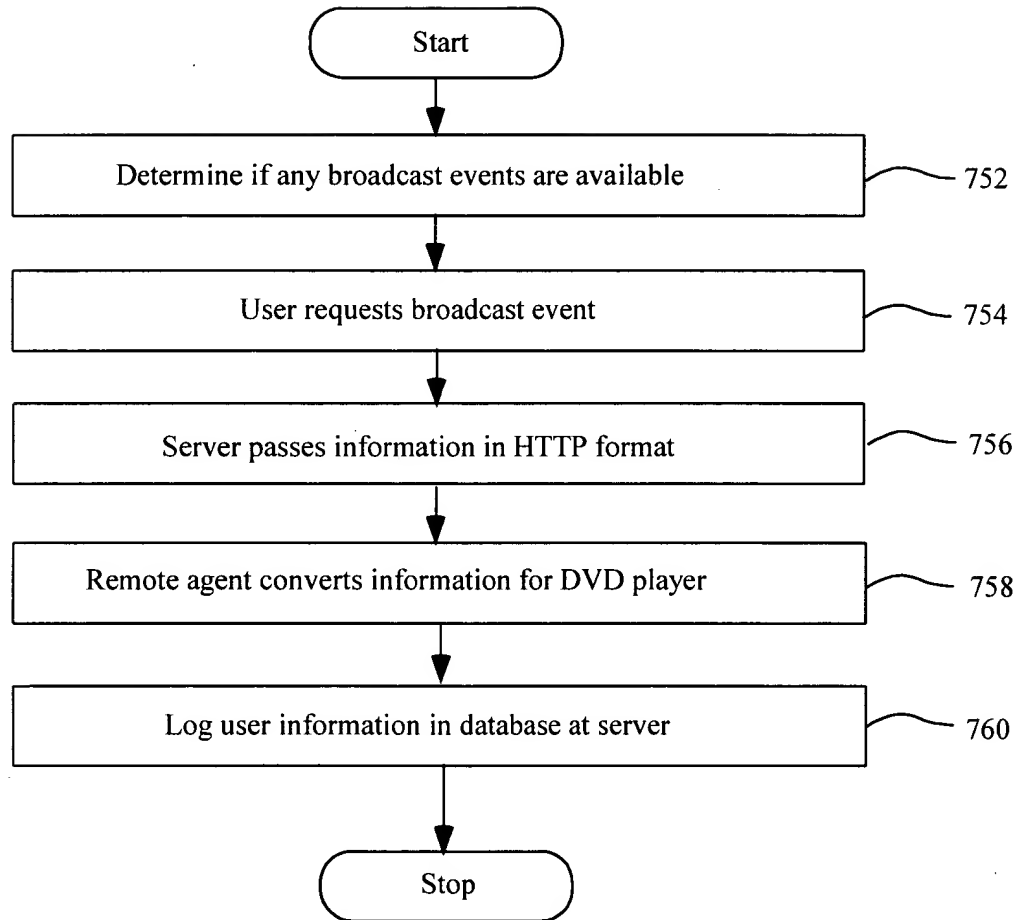


Fig. 7B

9/27

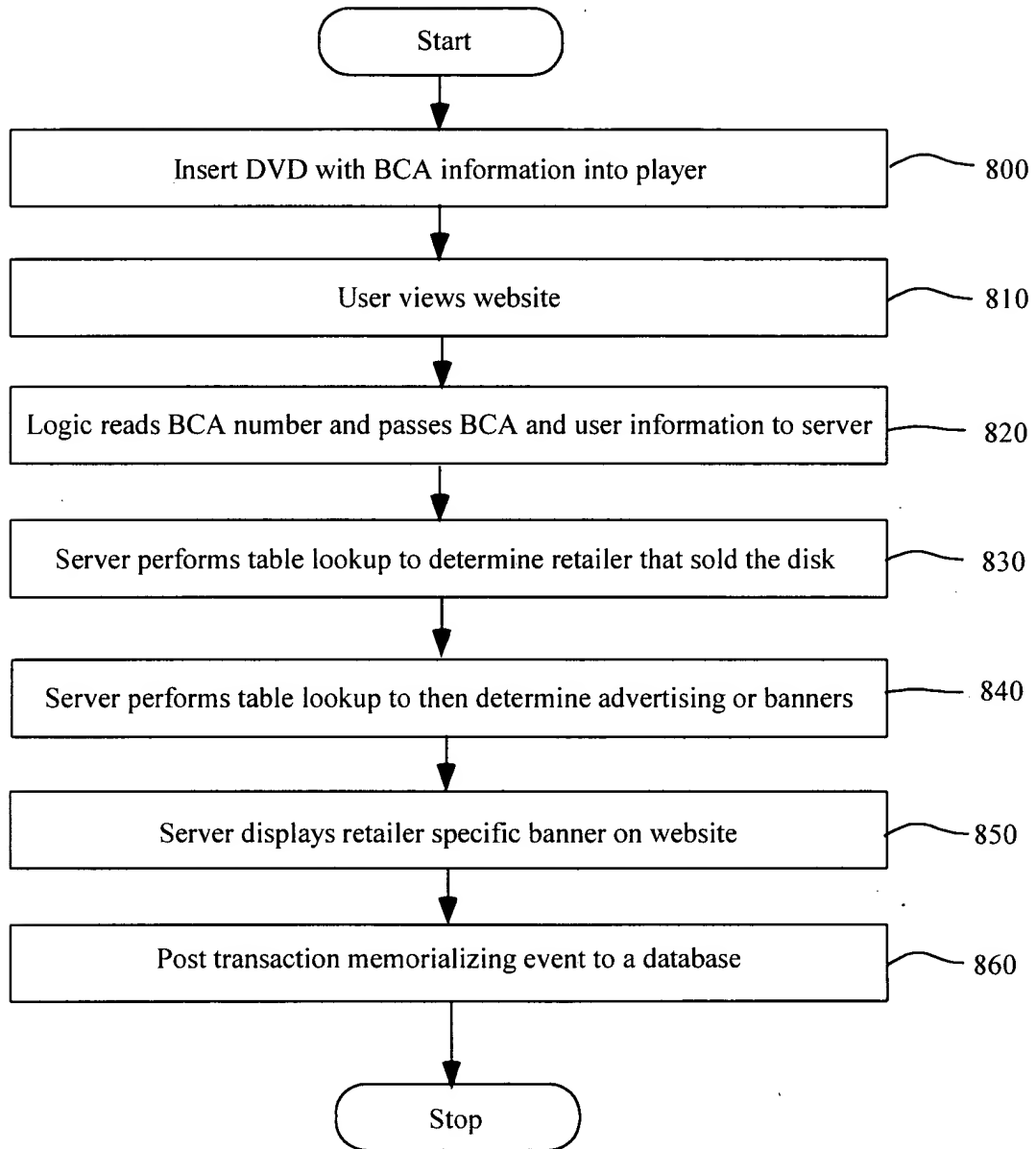


Fig. 8



10/27

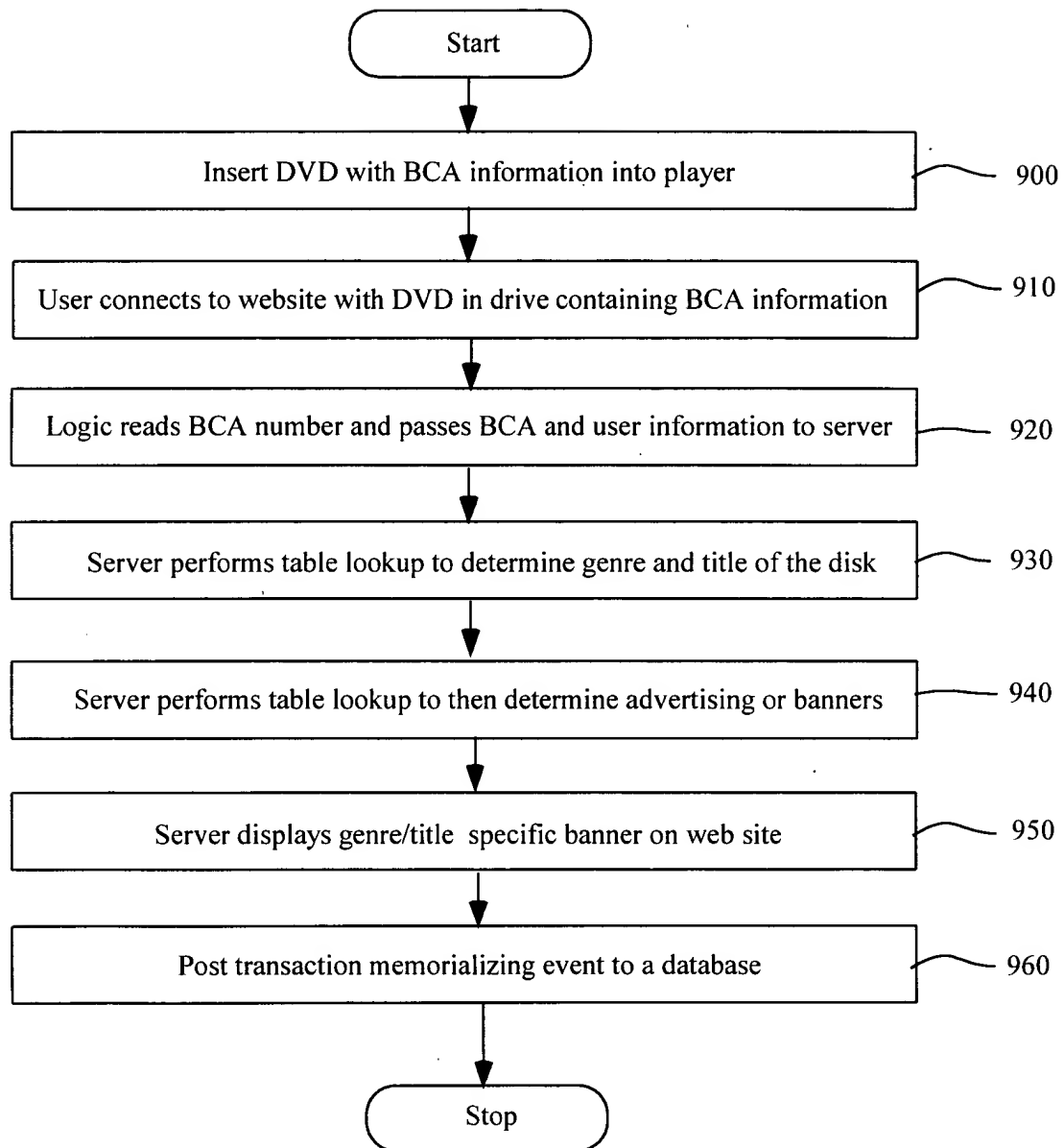


Fig. 9

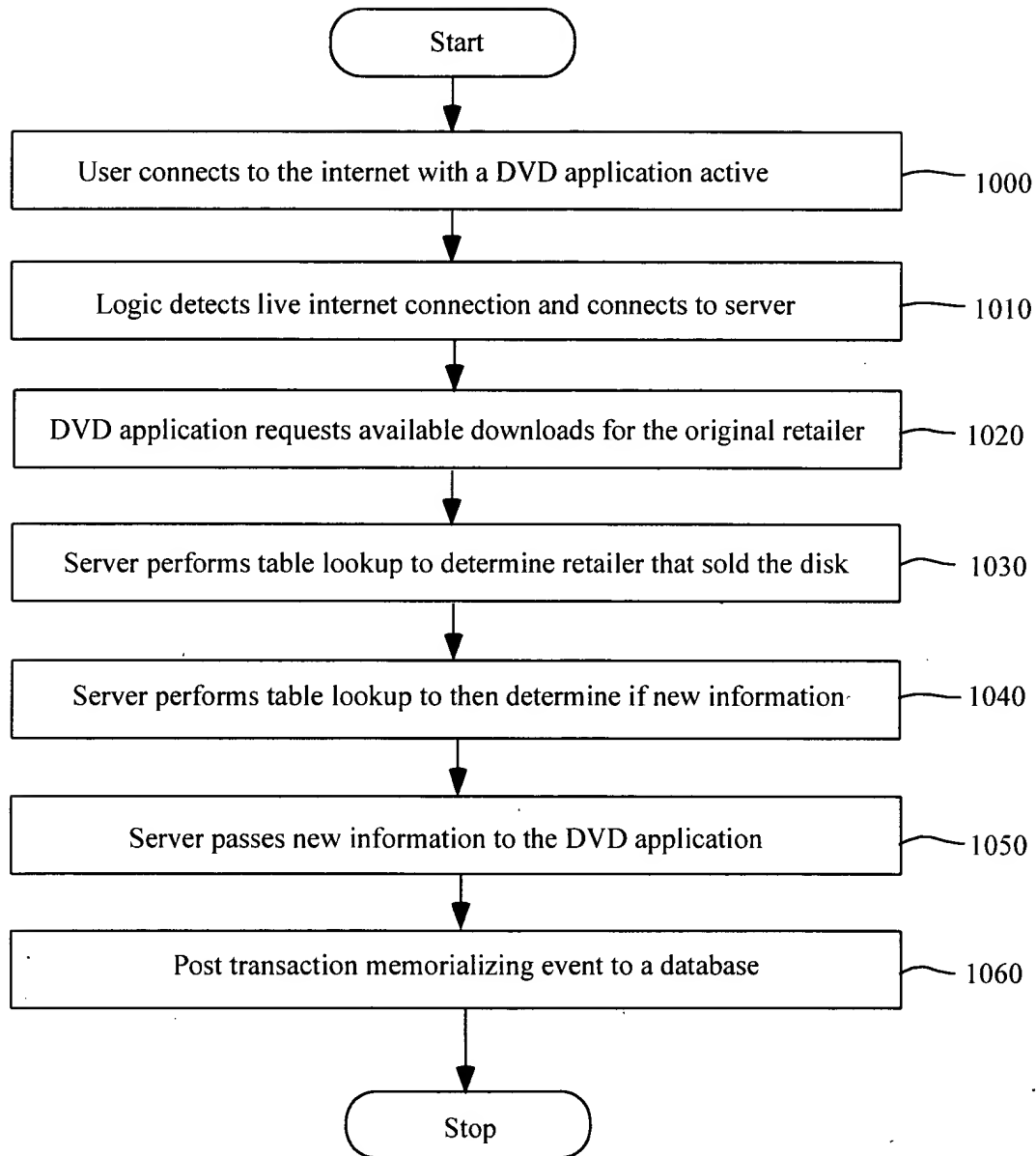


Fig. 10

12/27

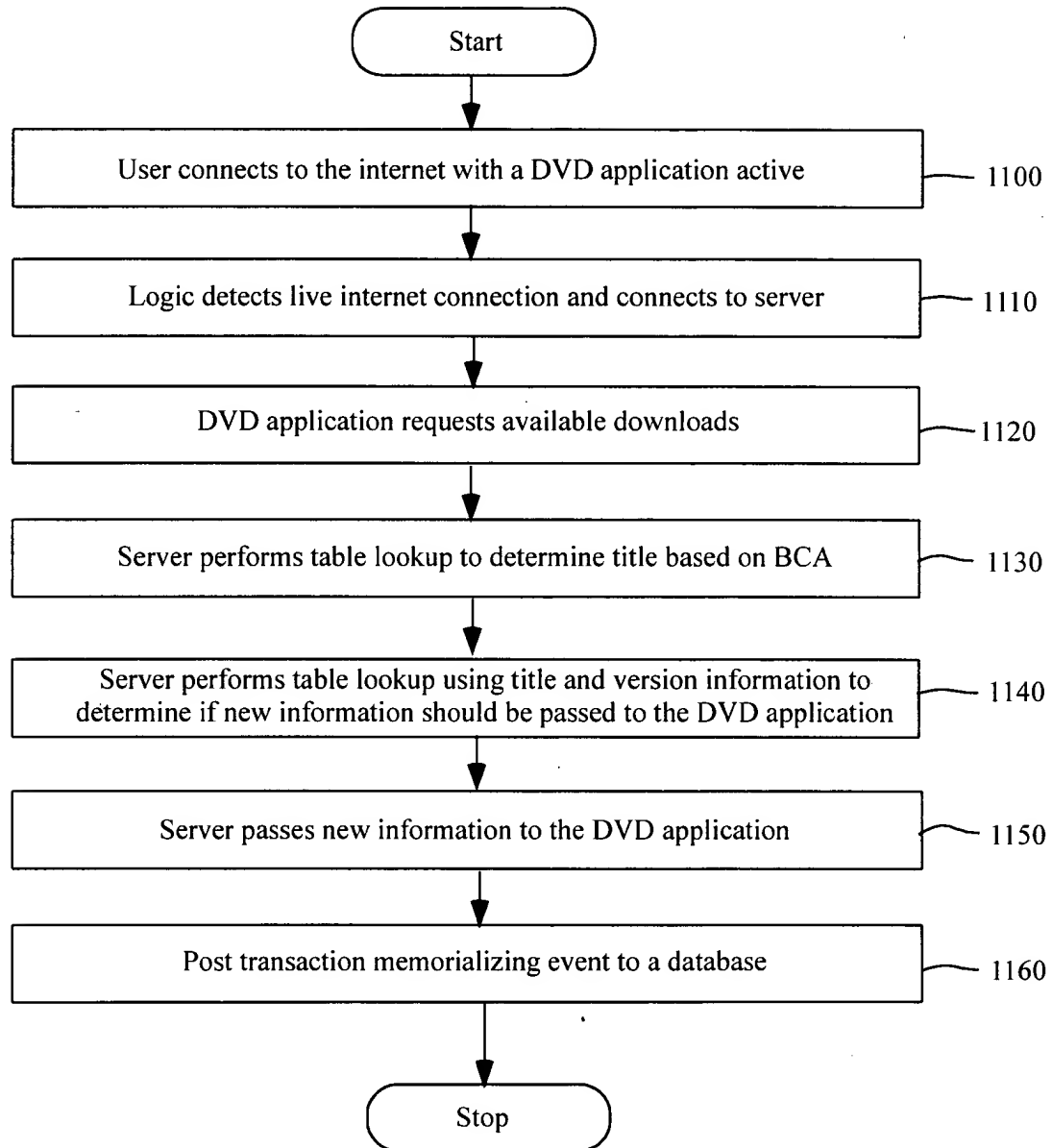


Fig. 11

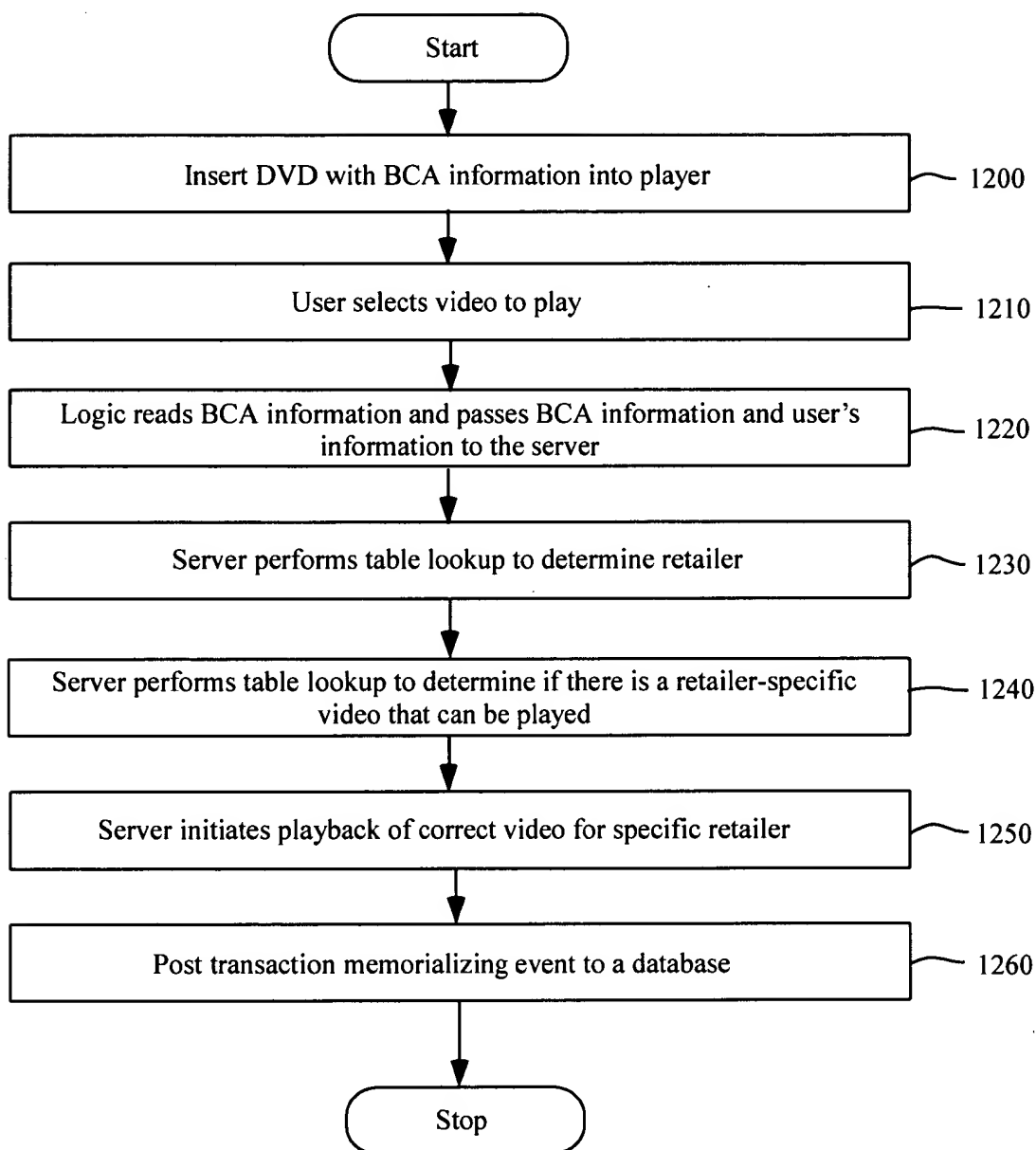


Fig. 12

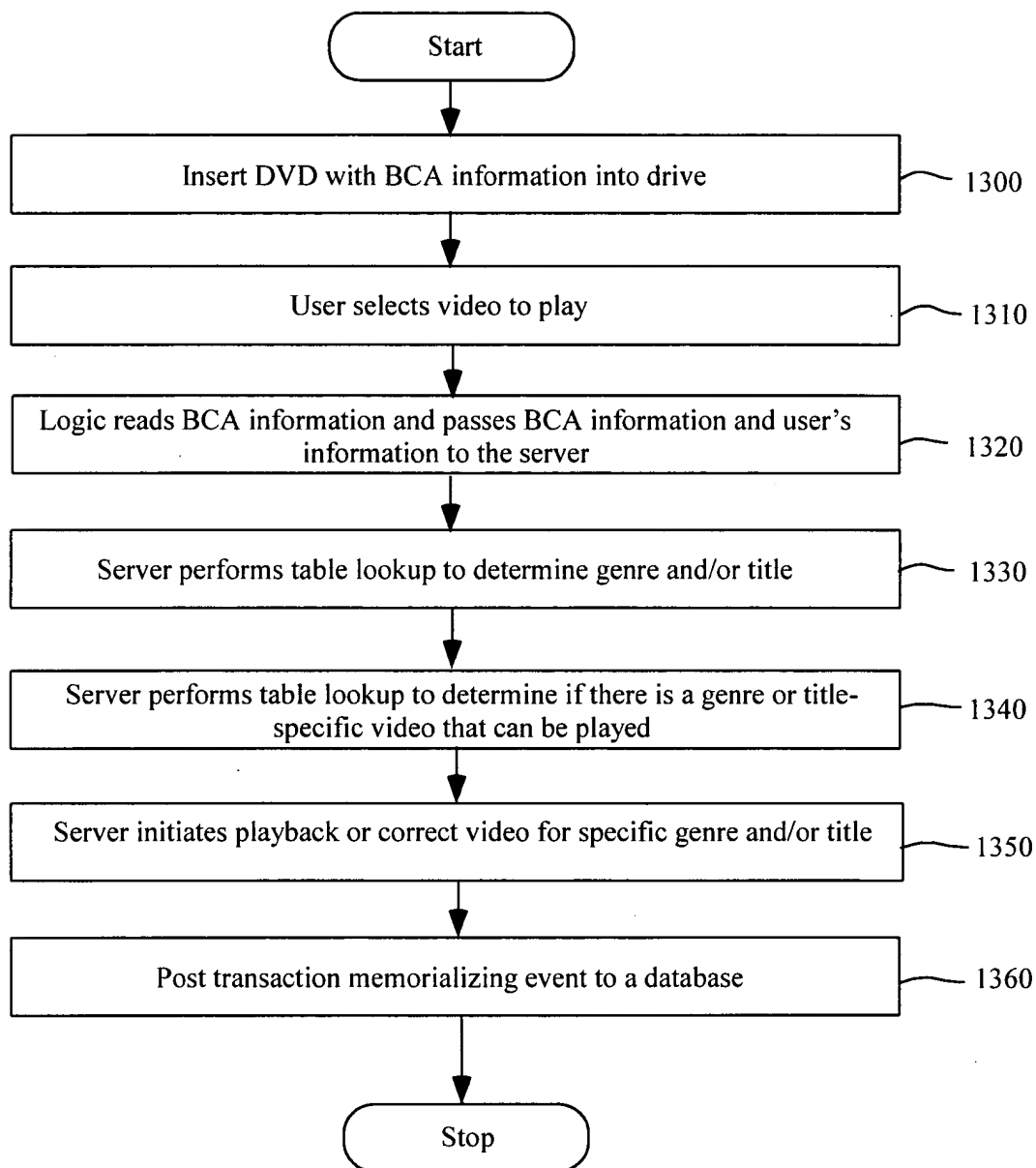


Fig. 13

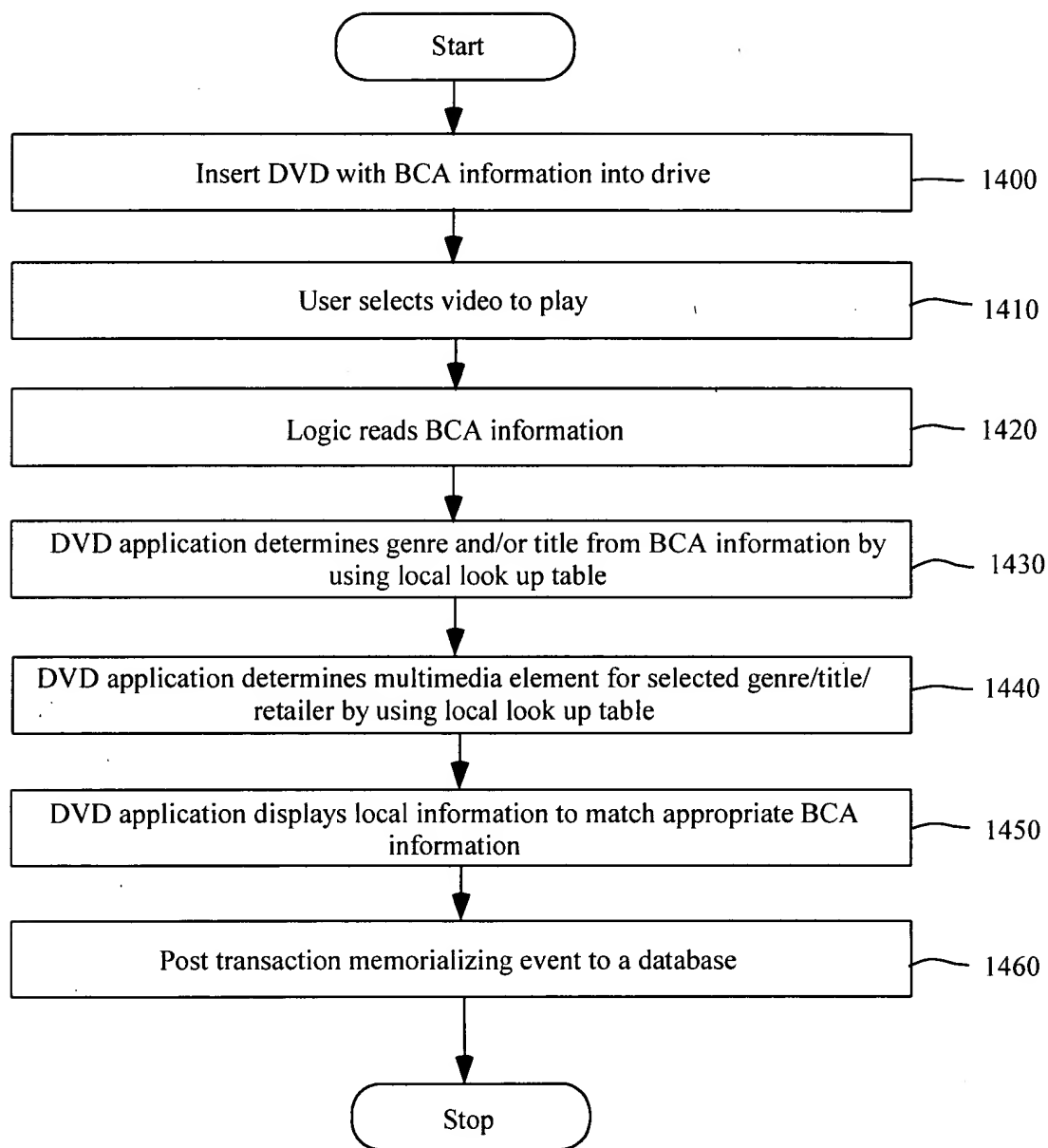
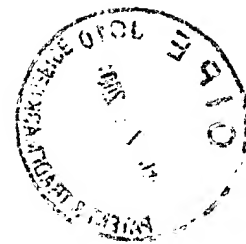


Fig. 14

16/27

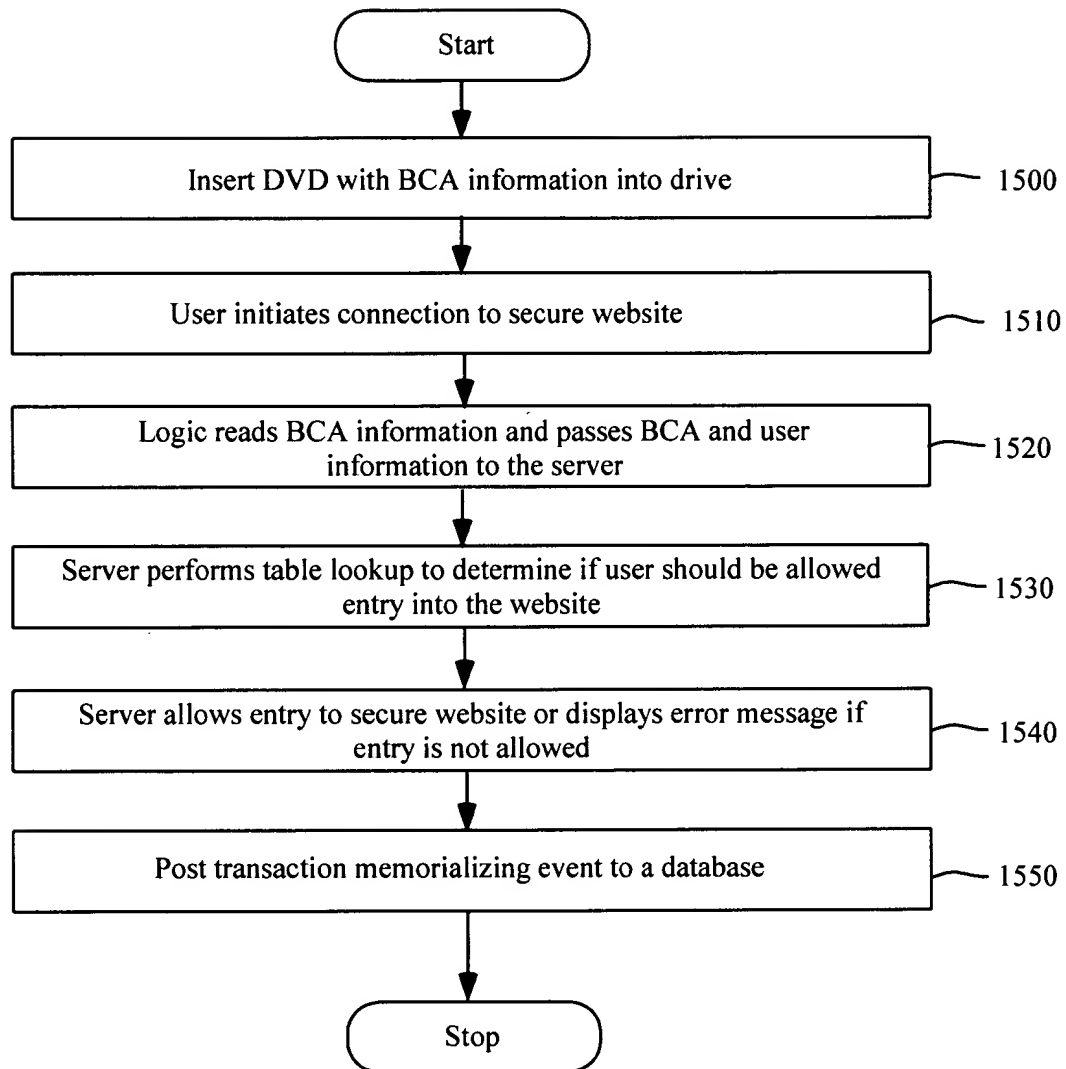


Fig. 15

17/27

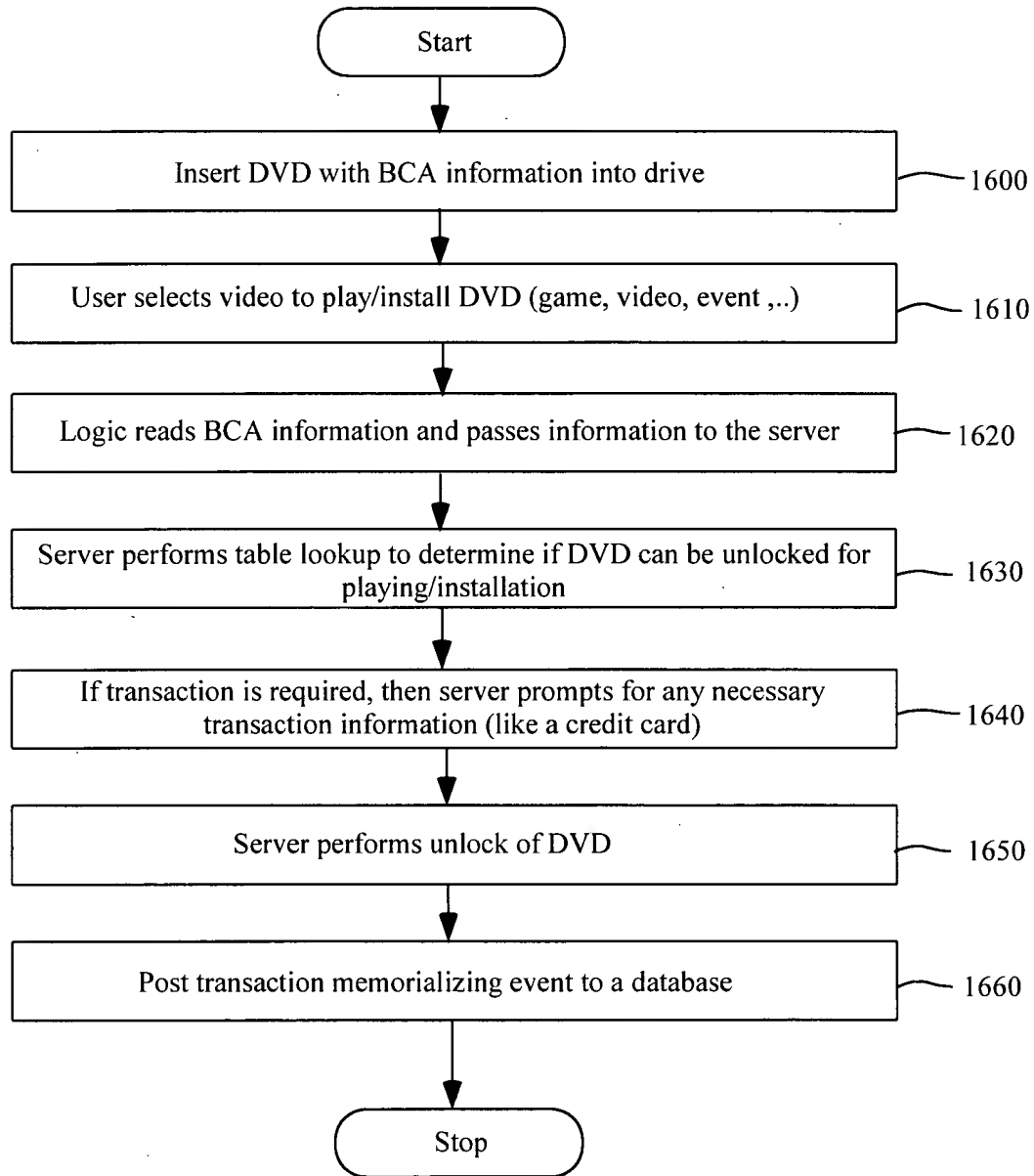


Fig. 16



18/27

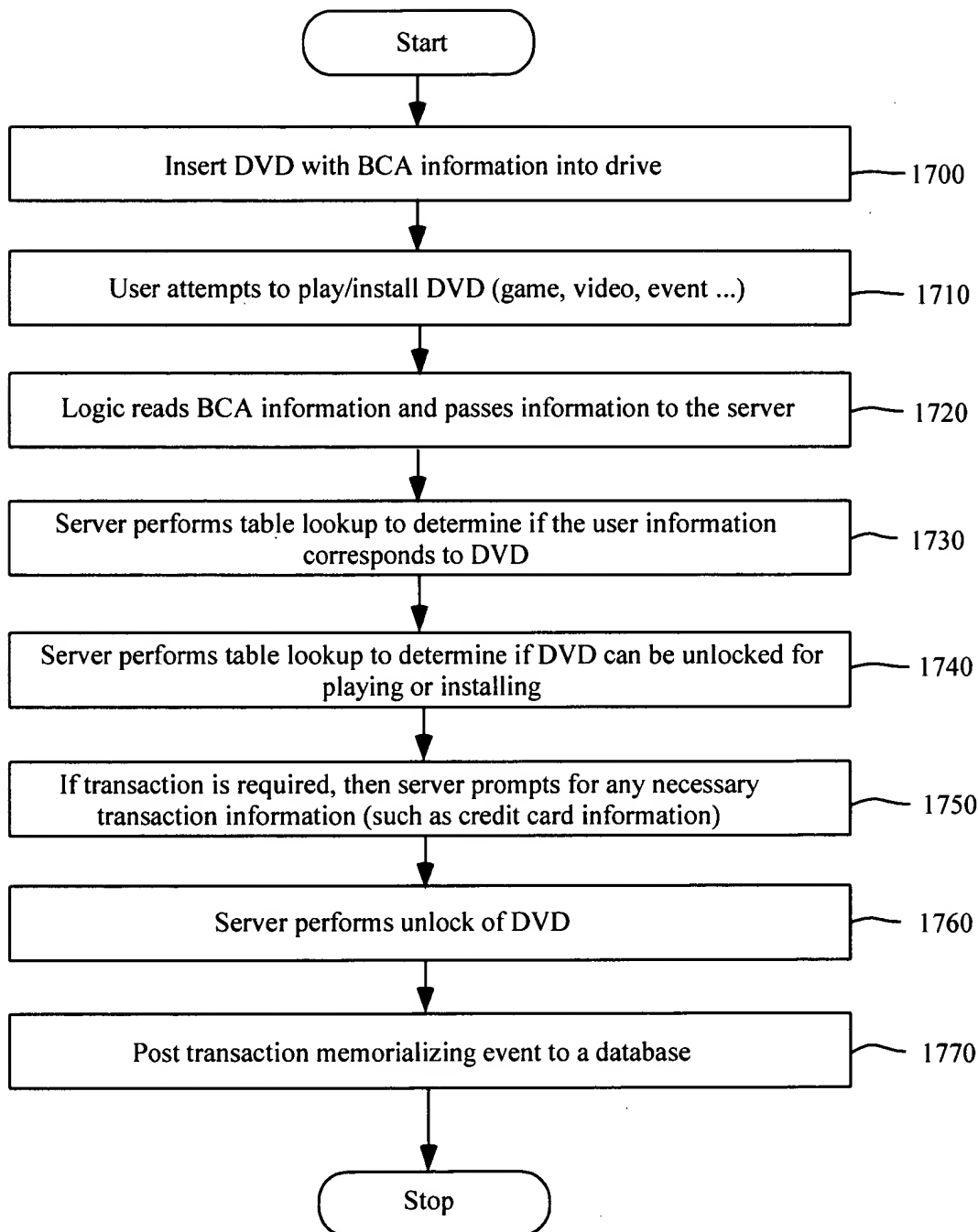


Fig. 17

19/27

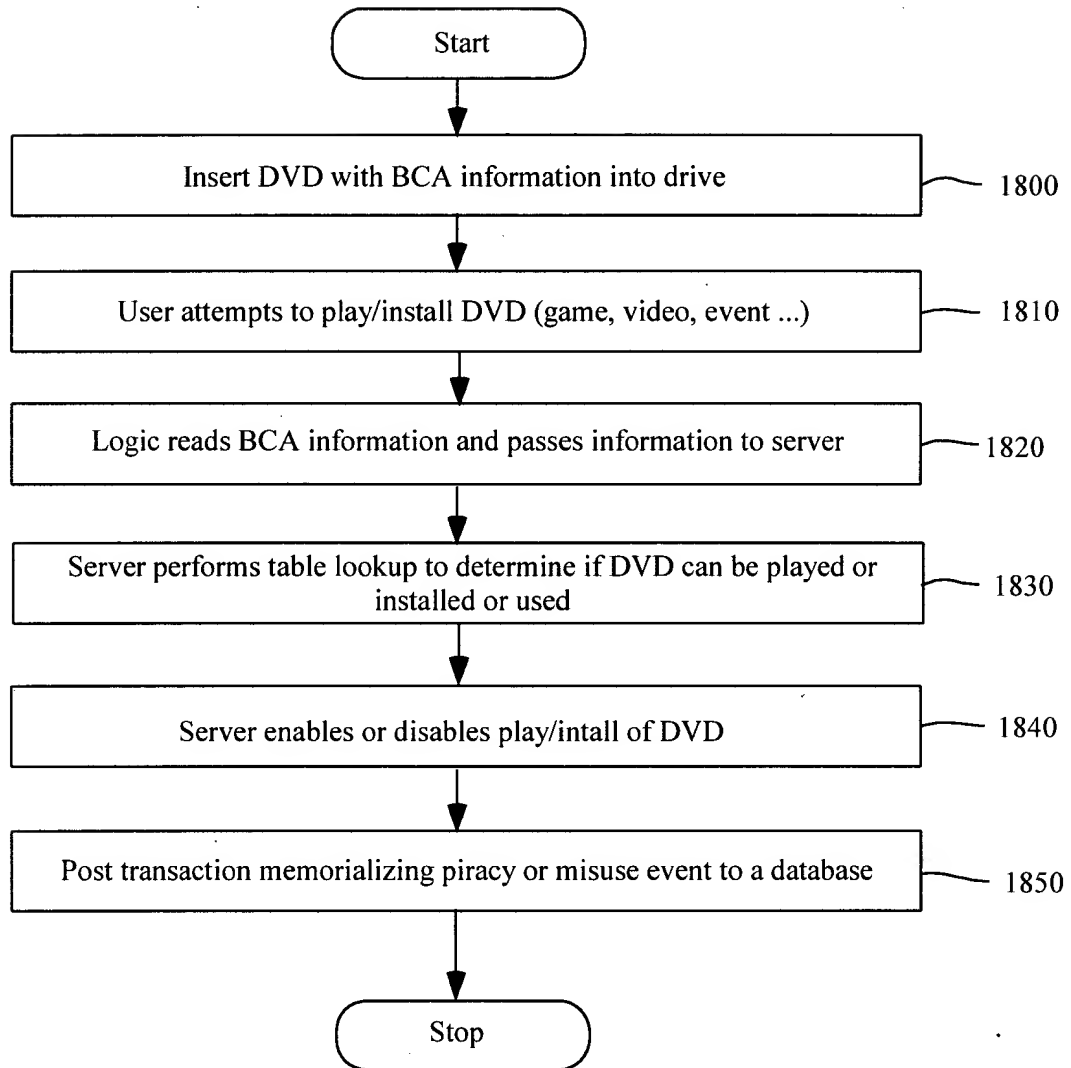


Fig. 18

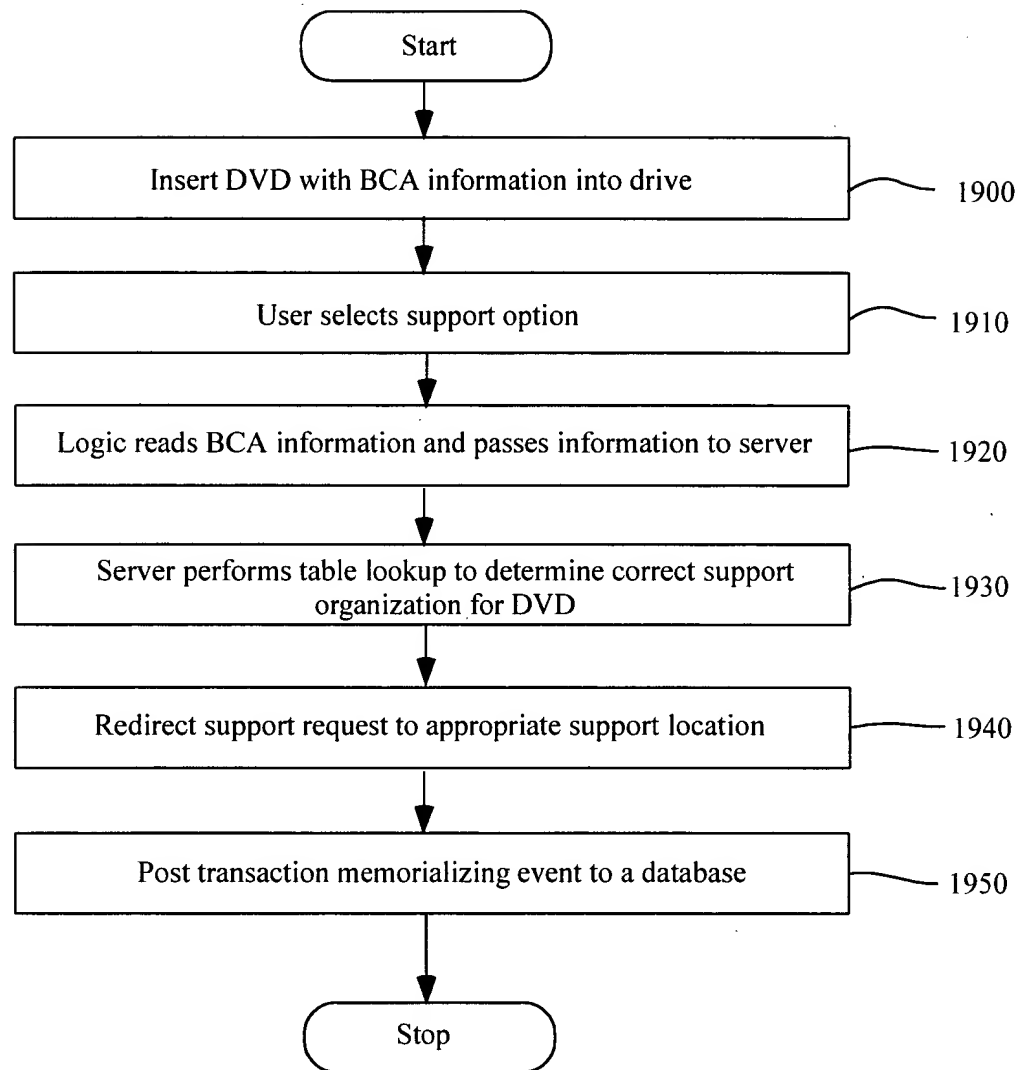


Fig. 19

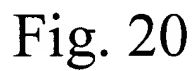


Fig. 20

22/27

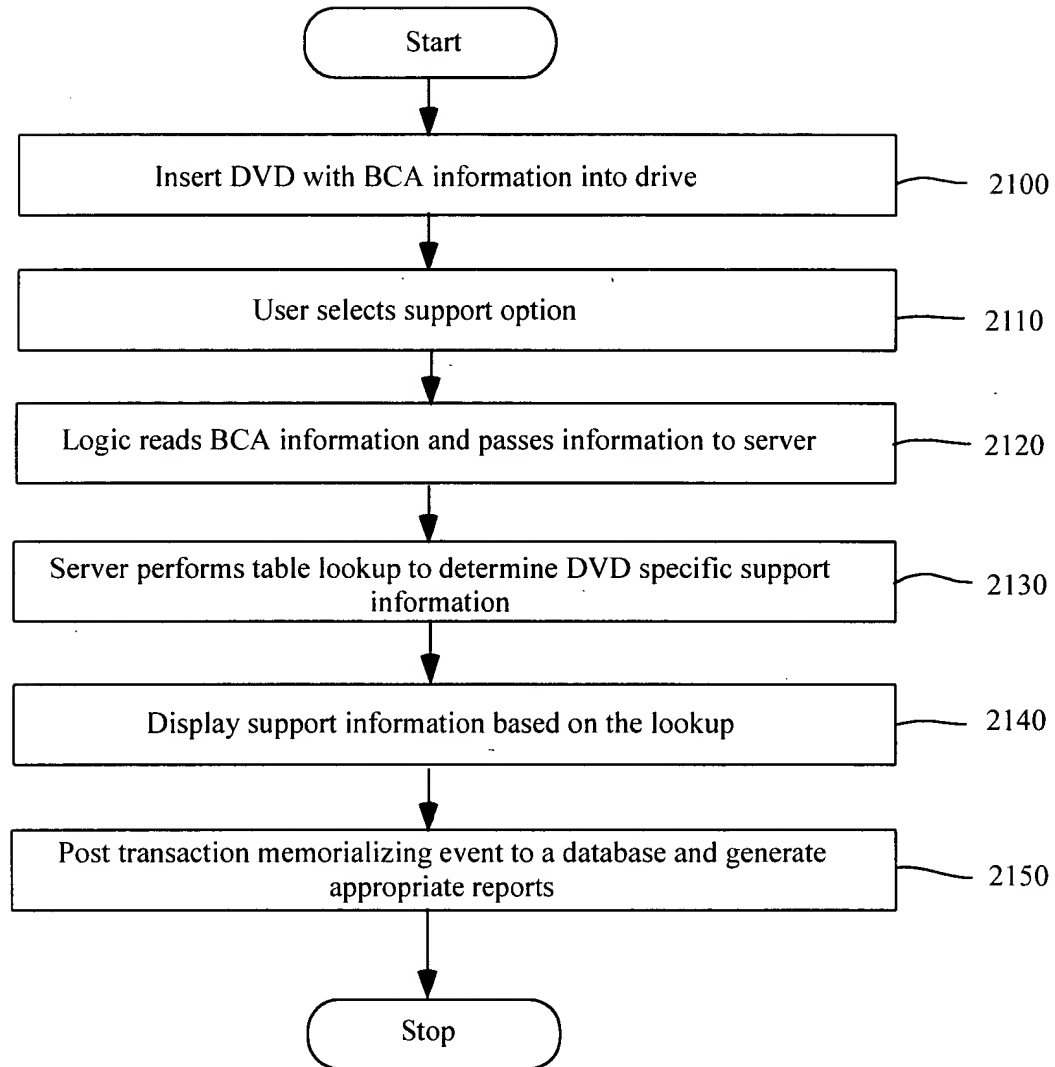


Fig. 21

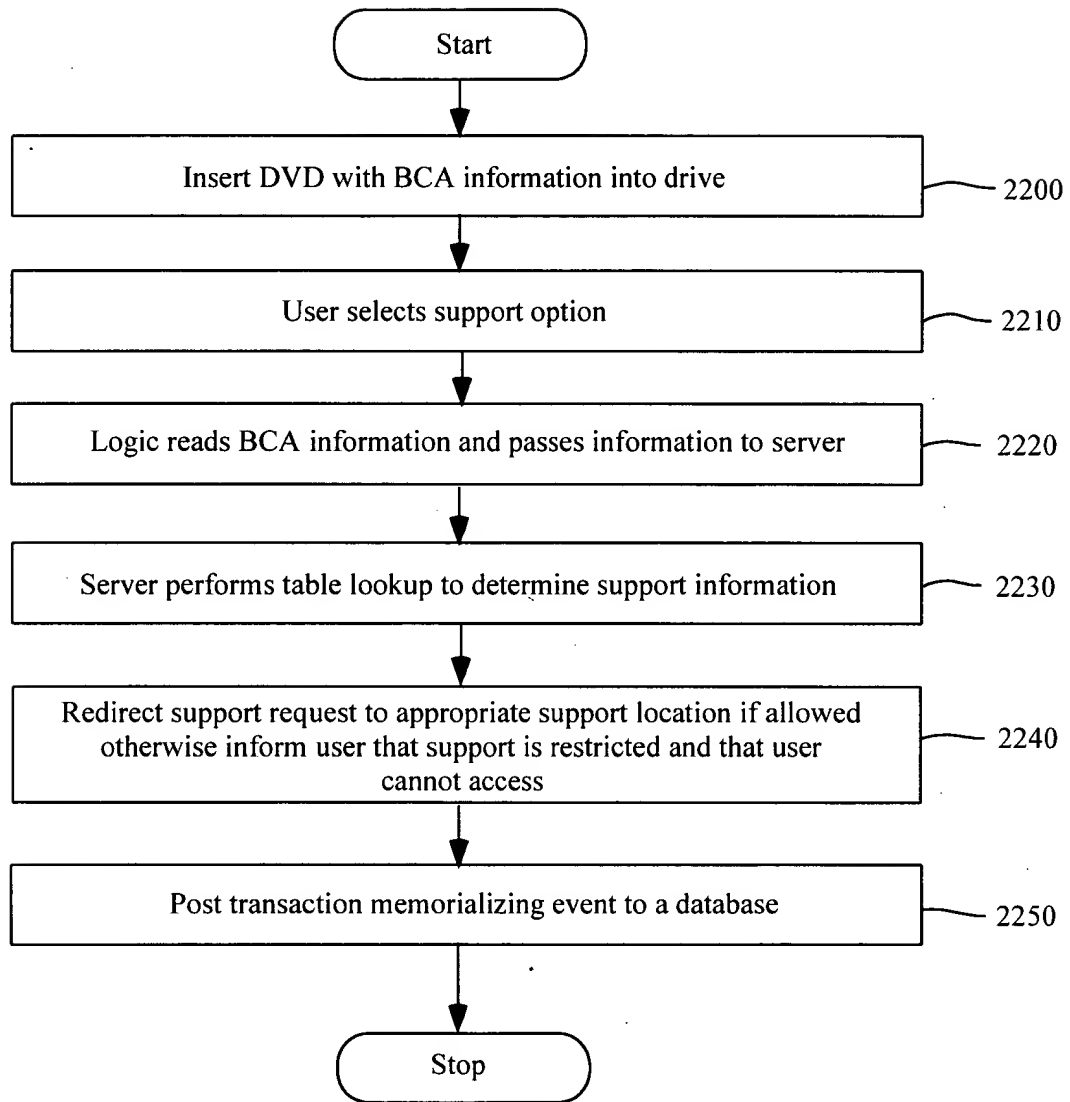


Fig. 22

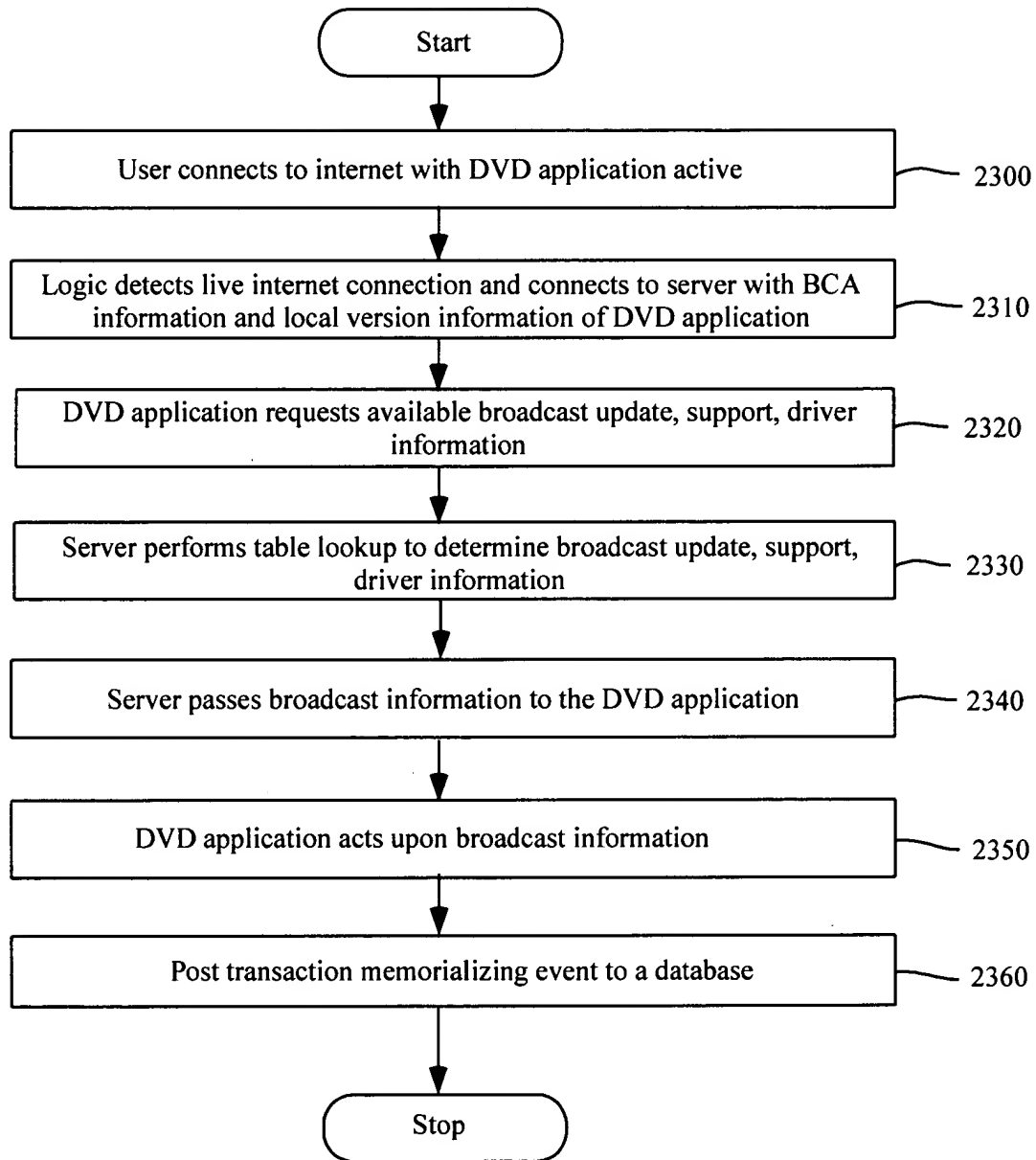


Fig. 23

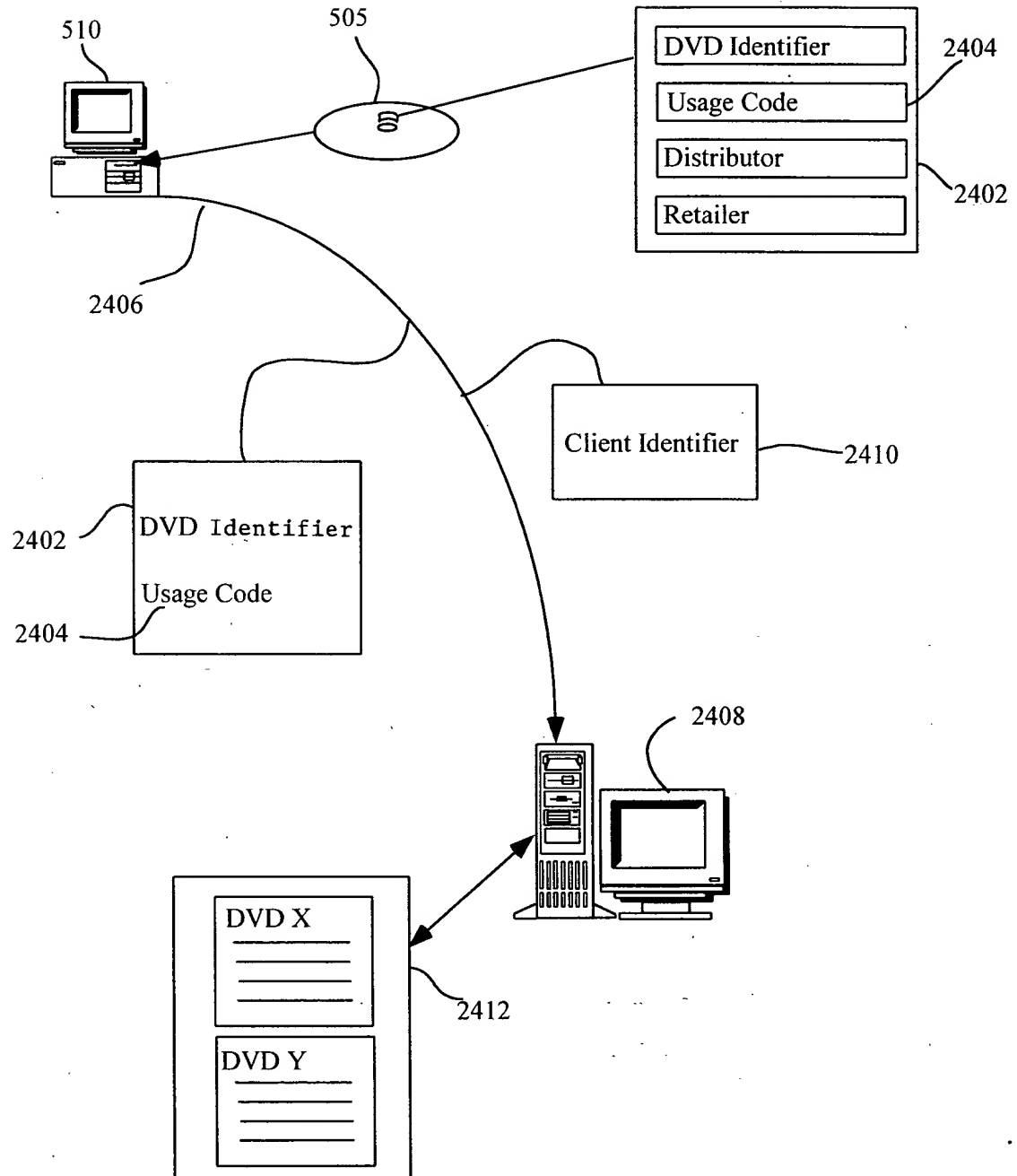


Fig. 24

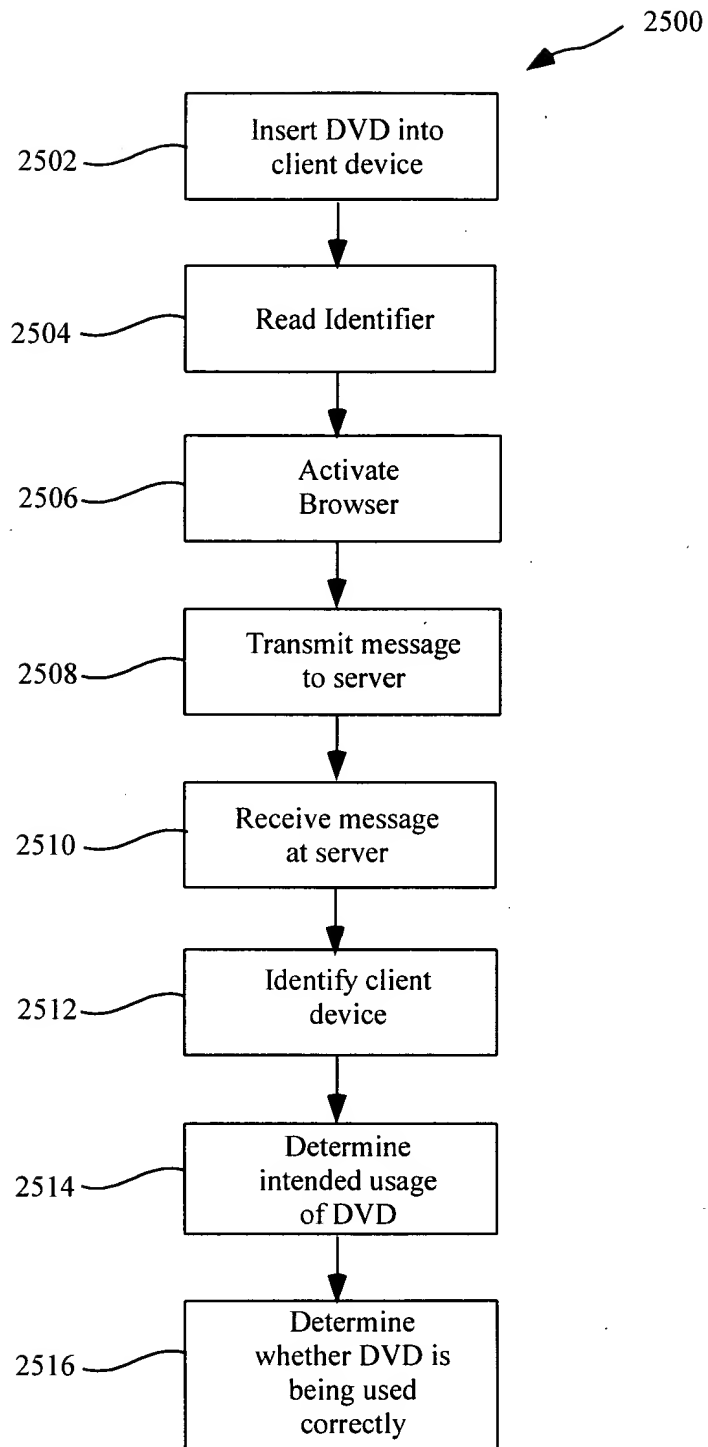


Fig. 25

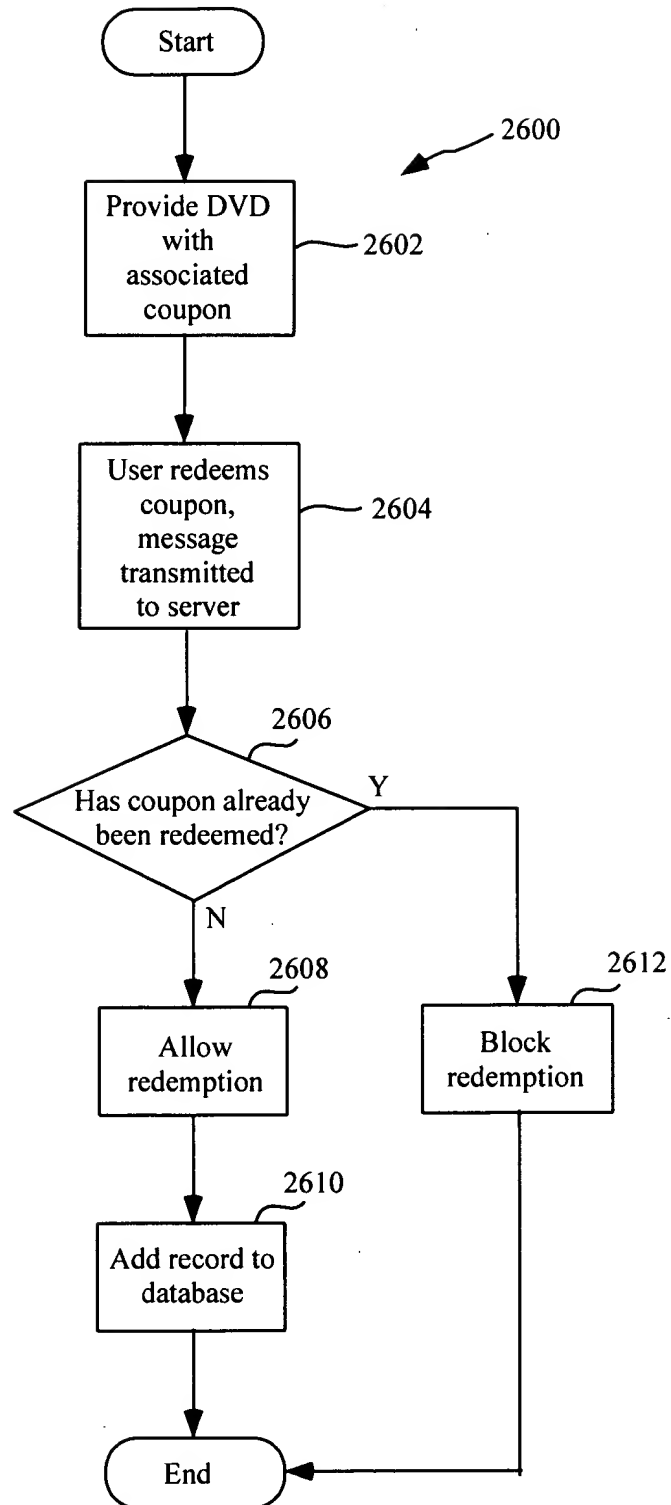


Fig. 26